



CRAIG BACHMAN, UXC

Experience Design Leader

610.972.6349

Bethlehem, PA

[Email](#) | [LinkedIn](#) | [Personal Site & Portfolio](#)

SUMMARY

- Innovative customer centric product strategist with over 15 years of designing and developing delightful products and services for mobile apps, web and enterprise solutions across several industries
- Empathetic leader with a strong record of staffing and mentoring Product & Experience Design Teams for both startup and large organizations
- Proven leadership in UX design cultures and integrated agile development methodologies for multi-channel product development
- Creative pragmatic thinker with a proven track record for mentoring and developing highly sustainable product design teams
- Industry experience includes but not limited to IT Consulting, Online Travel, Insurance Services, Medical Solutions, Global Search, Digital Advertising, Financial Services and E-commerce

PROFESSIONAL EXPERIENCE

Director of Customer Experience & Product Management (Jul 2016 – Current)

TravelUR LLC (Exton, PA & Remote)

- Lead a company startup transformation process that is repeatable and sustainable allowing us to be offered a \$10 million valuation from an angel investment group
- Our product design and development process has converted customers at a rate of 20% early on and has steadily increased month over month
- Staff and develop an offshore team of product designers enabling us to become extremely lean in our design process
- Educate all departments on the Customer Experience Process to have CEO buy-in for a customer centric culture
- Implement a Voice of Customer program that allows us to learn from our customers early and often with the need to pivot quickly
- Develop a Voice & Tone for our content team to have a more consistent way of how we communicate with our customers from our products to support to marketing materials
- Guide all teams in the product development lifecycle creating efficiencies in speed to market by more than 25%

Director of User Experience & Product Management (July 2014 – October 2016)

Alliance Global Services [Now EPAM] (Conshohocken, PA)

- Grew a UX practice in a technology consulting company from \$0 to over \$4 Million in revenue
- Assist with all aspects of the pre-sales business development cycles for the UX practice creating a name for Alliance Global Services in the technology industry
- Staff and develop a User Experience team of both in office and remote resources for an ever growing UX practice of 2 to 8 within a year's time
- Developed countless wireframes, high-fidelity designs and production ready assets for development teams across many different industries
- Evangelize an agile approach to design thinking for our clients which allowed them to learn about their customers early and often giving them a strategic way to pivot quickly
- Provide a framework to connect the loop of UX, Service Design and Customer Experience Management which invoked an important Voice of Customer program
- Regular mentorship lunch & learns, office hours, UX psychology mitigation sessions and giving our UX teams a mechanism to become better client/customer facing facilitators
- Our UX practice provided Alliance an effective and logical way to cross sell and upsell generating a new high in annual revenues over \$150 Million

Senior UX Design & Research Team Lead / Product Owner (March 2012 – July 2014)

PointRoll Inc. (King of Prussia, PA)

- Elicit and document product requirements through customer interviews, collaborative design workshops, product prioritization workshops and executive reviews
- Advocate for the Product Manager in "owning" product requirements by writing user stories and acceptance criteria based on prototype and information architecture in an Agile SDLC environment.
- Product evaluation through usability testing, rapid prototype reviews, aggregation and prioritization of customer feedback, customer support and sales feedback channels
- Rapidly design and develop interactive prototypes with a responsive design discipline to uphold a new brand strategy
- Developed wireframes, task flows and sitemaps for several enterprise software features as well as mobile app products
- Resolve a significant problem of time on task that once took 2 weeks to complete and from our design now takes 4 minutes!
- Resolve many other significant process improvement design problems within a large enterprise software platform that completely changed the way our operations team worked

UST GLOBAL INC. (consultant work) April 2007 – March 2012

Sr UX Design Lead (February 2009 – March 2012)

Catalina Marketing Company (Remote & St Petersburg, FL)

- Research and help define several processes for how Catalina SDLC gained efficiencies between business and technology cultures improving more than 30% speed to market
- Mentor and lead a team of 4 designers; 2 off-shore resources and 2 on-site resources to change the way we work in a remote setting
- Collaborate with product & business managers, business analysts and software engineers to understand and help develop business and technical requirements
- Develop work flow diagrams and wireframe conceptual designs for internal and external users
- Setup a usability testing process to learn from customers and gain insights on usage, problems and workflow efficiencies
- Create optimized, web pages with dynamic HTML, CSS and Web 2.0 components for reuse across the enterprise software of Catalina
- Develop Style Guide and UI Component Library for UI/UX Design as a corporate standard at Catalina

Lead UX Interaction Designer (April 2007 – January 2009)

Vanguard Group (Malvern, PA)

- Gain efficiencies in the Institutional sector for financial services on sign up, managing and maintaining customer finances
- Collaborate with product managers, business analysts and software engineers to understand and help develop business and technical requirements
- Facilitate usability testing to learn from customers and gain insights on usage, problems and workflow efficiencies
- Create optimized, cross-browser compatible web pages with dynamic HTML, CSS and interaction components
- Create wireframes and task flows for the sign-up process in the institutional landscape
- Create highly detailed User Interface Specs for all web pages on all projects
- Improved the signup process by converting 15% more signups per month

Other work experience

Art Director/Web Design Manager (March 2000 – April 2007)

GroundLevel Inc. (Allentown, PA)

- Built working relationships with businesses all across the United States to formulate a small business into a sustainable practice for several years

- Helped establish many small businesses with brand marketing through print to powerful online entities
- Consulted on day to day client operations from an online presence as well as physical marketing
- Provide marketing tactics for search engine rankings and positioning getting most customers positioned on the first page for the highest top search results
- Usability assessment and research of all applications for interaction designs

EDUCATION, TRAINING & AFFILIATIONS

2017	Total Experience 2017 Philadelphia Speaker: Voice of the Customer and Impacts to the Dev Cycle
2015 - 2016	Pennsylvania Music Preservation Society Board Member of Non-Profit Organization
2015	Nielsen Norman Group - Usability Week NYC NN/g UX Certificate (License UXC #1010481)
2015	CEO Award - Alliance Global Services
2015	PhillyCHI – Regional Chapter of ACM SIGCHI CXPA – Customer Experience Professionals Association
2014 - 2016	Alliance Global Services presentation and speaking engagements <ul style="list-style-type: none"> • Performed several webinars and podcasts • Presented several UX methodology sales training exercises • Written several blogs and articles on UX, CX, Product Strategy and Agile Jumpstart topics
2003	LVCC – Lehigh Valley Chamber of Commerce
1998	Bachelor of Arts, Media Communication and Technology East Stroudsburg University (East Stroudsburg, PA)

PROFESSIONAL SKILLS & TOOLS

Information Architecture

Contextual Inquiry
Persona Development
Cognitive Walk-through
Content Inventories
Card Sorting
Competitor Analysis
SiteMaps, Task Flows,
Wireframes
Expert Heuristic Reviews
Journey & Service Maps
Mental Models
Scenario Building

Project Management

JIRA
Rally Software
Omni Plan/Microsoft Project
SharePoint
Slack
Trello

Product Management

ROI & Success Metrics
Product Owner
Feedback Management
Market Analysis

User Experience Research

Voice of Customer Program
Hotjar for everything VoC
Questionnaires & Surveys
Web & Mobile User Testing
Adobe Site Catalyst
Google Analytics Suite
A/B Testing
ClickTale & CrazyEgg
Net Promoter Score (NPS)

Facilitation

Collaborative Charter
KJ Prioritization
Ideation Workshops
Affinity Diagrams
Creative Critiques

Art Direction & Branding

Branding & Logo Design
Brand Persona
Voice & Tone
Web & Email Campaigns
Print Materials & Promotional
Packaging

Interaction Design

Paper Prototyping
Storyboards/Flow Diagrams
Axure Interactive Rapid
Prototyping
InVision Quick Prototyping
Proof of Concept HTML
Prototype
Tableau / High Charts

Visual Design

Style Guide development
Design Patterns
Grid Patterns
UI Component Library

Agile

Scaled Agile Framework
Scrum
Feature Management
User Stories
Acceptance Criteria
Scrum Grooming
Story Backlog Prioritization
Iteration Planning